

Governor's ArizonaSERVES Task Force

Executive Tower, 1st Floor Conference Room

March 18, 2011

10:00 a.m. – 12 Noon

Meeting Minutes

Members Present

Sylvester Ajagbe
Jason Bachman
Clarence Carter
Susan Corsaro-Johnson
Terry Crist (Chair)
Judith Fritsch
Karl Gentles
Peg Harmon
Kathleen Heard
Cathi Herrod
Gary Kinnaman
Scott Neuman
Mike Normand
Wayne Tormala
Mark Upton
Nicola Winkel

Members Absent

Diana Devine
Russ Dickey
Diane Swanson
Jane Wabnik
Steve Zabitski
Cynthia Zwick

Staff Present

Chuck Fitzgerald
Leah Koestner
Beth Kohler Lazare

I. Welcome and Introductions

Chair Terry Crist welcomed attendees at 10:02 a.m. and spoke about gratitude. With all of the turmoil, suffering, disasters and poverty in the world we have so much to be grateful for. Being thankful for all we have is important as we continue to serve our neighbors.

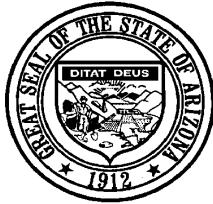
Chair Crist shared how thankful he is for all of the people working on ArizonaSERVES to include Task Force Members, Staff and community leaders around Arizona. He is also thankful for our "taking ground and making progress" in serving Arizonans in need.

New Task Force Members Scott Neuman and Susan Corsaro-Johnson were introduced; each spent a couple minutes introducing themselves to attendees.

The new Director of Arizona's Department of Economic Security, Clarence Carter, spent a few minutes introducing himself and his lifelong efforts of serving the socially and economically insecure.

Welcome Scott, Susan and Director Carter!

II. Review and Action – December 17, 2010 Task Force Meeting Minutes



Chair Crist asked for, and received, a motion and 2nd for the approval of the January 21, 2011 Task Force Draft Meeting Minutes. The Motion passed unanimously. Staff will post the approved Minutes as required.

III. Guest Speaker: City Fest and the Season of Service

Chair Crist introduced Billy Thrall. Billy has served as the Season of Service Chair for Arizona CityFest for the past 15 months. In introducing him, Chair Crist asked the Task Force members and Staff to consider how Arizona SERVES and the service components of Arizona CityFest might collaborate for sustainability.

Billy reported 550 churches and community organizations have participated in the Season of Service by performing hundreds of projects and tens of thousands of service hours, primarily in Maricopa County, over the past year. The activities have been coming so rapidly it has become very difficult to keep accurate records. A tour of the Season of Service website (www.arizonacityfest.com) was provided to attendees.

Billy thanked the Department of Economic Security for its key role in helping to shape the scope of the Season of Service, and for informing (and participating on) the Season of Season of Service leadership team. Each of the Governor's five ArizonaSERVES focus areas were key components of the Season of Service.

The festival and Health & Community Resource Fair components are March 19th and 20th at Tempe Town Lake. The Resource Fair will provide direct and indirect service to individuals and families with emphases on jobs, housing, health care and food. Billy thanked the Department of Economic Security for its leadership role in connecting community partners with the Resource Fair leadership team. The festival is expected to attract tens of thousands of attendees to celebrate a successful Season of Service and to hear a message of hope.

Following the festival, the Palau organization will leave Arizona and the sustainability of the Season of Service will fall to Arizonans. Billy has formed CityServe Arizona to serve as the lead for this sustainability work. Keeping the new connections, new networks and new energy intact will be the primary role of CityServe Arizona. Billy believes a key component of this work will be to provide coaching to leaders within faith organizations on how to collaborate and partner in service. Another key will be the maintenance of the existing Season of Service project and partner listing.

Chair Crist urged the Task Force to "not miss this moment" for collaboration and partnership. Chair Crist led an open discussion about the Arizona CityFest, Season of Service, CityServe Arizona, and ArizonaSERVES about possible next steps for sustainability.

IV. Review Task Force Objectives

Chair Crist reminded attendees of the Task Force Objectives as listed in the Governor's Executive Order. He thanked Task Force Members for their



participation in Issue Team meetings and asked for Members to ensure these Objectives are considered in all of the Issue Team and Task Force efforts.

- Promote outreach and maximize resources
- Provide recommendations for inclusion on ArizonaSERVES website
- Identify needs and ways to leverage community resources to improve systems of services
- Promote service and volunteerism
- Improve collaborations

V. Discuss Communications Plan

Karl Gentles and Staff led a discussion on the Task Force Communications Plan.

The draft Issue "op-ed" pieces were reviewed and Task Force Members were asked to provide Staff with feedback no later than March 23rd; included in this feedback should be suggested regions for distribution for each piece. Once the pieces are finalized, Karl will begin distribution.

Staff provided a draft ArizonaSERVES presentation for Task Force review. The purpose of this presentation is to support Task Force Members as they talk about ArizonaSERVES. Member comments and feedback regarding this draft presentation are due to Staff by March 23rd.

Chair Crist suggested we develop an ArizonaSERVES logo very soon. He then offered his church's technology department to do this design work. He will bring suggested logo examples to the next Task Force meeting for Member approval. Attendees accepted his offer and thanked him for volunteering his organization's time and effort.

Chair Crist led a discussion on the possibility of convening an ArizonaSERVES Summit in the fall. Comments that drew consensus were:

- Bringing the faith community to a Summit for educational and partnership purposes would be well received
- The recent Benevolence & Beyond Summit in Goodyear could be a good template for convening the faith community and existing systems of care. Staff briefly spoke about this event.
- Delivering a Summit without a budget would be challenging, but possible
- A single Summit vs. regional Summits would be a good place to start; Maricopa County is the preferred location
- Holding a Summit in September of 2011 would allow for proper planning; a tentative date of September 9th was suggested
- CityServe Arizona would be an excellent Summit partner
- Keynote speakers of influence are important. Director Carter offered to speak.



- Staff will provide a proposed Purpose/Agenda for a Summit at the next Task Force meeting; this item will be the primary agenda item for future Task Force meetings

The Communication Plan will remain an Agenda item for all Issue Team and Task Force meetings.

VI. Closing Statements

Mike Normand spoke of the Arizona Transit Conference on April 11th and 12th in Mesa. A panel at this Conference will discuss Transportation for the Underserved, and ArizonaSERVES.

Karl Gentles spoke of the Governor's mention of ArizonaSERVES at the Greater Phoenix Black Chamber of Commerce in February.

Chair Crist spoke of how a proposed ArizonaSERVES Summit in September will require an "all hands on deck" approach for Issue Team and Task Force meetings. He again thanked all the efforts of Task Force Members and Staff.

VII. Call to the Public

No public comments were offered.

VIII. Adjourn

A motion and a 2nd for adjournment were unanimously approved at 12:02 p.m. Next scheduled Task Force Meeting is April 15, 2011.

Respectfully Submitted:
Chuck Fitzgerald
Faith-Based and Community Initiatives
Arizona Department of Economic Security